

AIRPORT DIRECTOR'S REPORT

September 2011



A AIRPORT OPERATIONS

- Passenger Count
- Aircraft Operations
- Air Freight

The passenger count for August, 68,184 was down 10.2% compared with August 2010. The total passenger count year-to-date, 489,019 was down 4.3% compared to the same period last year.

B PROGRAMS

1. Air Service

SBA's September non-stop flight schedule indicates there are 3 daily departures to Denver, 13 to Los Angeles, 5 to Phoenix, 8 to San Francisco, and 1 to Seattle.

Staff Contact: Hazel Johns, 967-7111
Lynn Houston, 692-6024

2. Communications Program

a. Airline Terminal Project Public Outreach

- Comprehensive information and photos on FlySBA.com
- More than 250 people participated in the Accessibility Tour which was held on August 15
- Presentations to local organizations
- Videos: Channel 18, boarding gates and online
- A new Airline Terminal Map has been created & posted online and distributed at the terminal. A Phase 3 construction diagram is being designed to show the third phase of airline terminal development
- Twitter tweets and updated Terminal images posted on FaceBook
- Passengers were greeted by Airport Commissioners and Airport staff on the Airline Terminal opening night
- Airport Business Magazine is creating an article on Airport concessions
- Airport Improvement Magazine is creating an article on the new Airline Terminal

b. Promotional Items This Month

The new SBA logo was installed on signboard for UCSB Harder Stadium scoreboard. "Just Plane Easy" ads were placed in the Santa Barbara Beautiful event Program, Santa Barbara Magazine, and Santa Barbara Symphony Program. Montecito Magazine ad was placed featuring the Public Art Program.

c. FlySBA.com Website

There were 32,860 visitors and 949,461 hits in August. The top viewed pages were the flight schedule, airline information and parking.

Staff Contact Lynn Houston 692-6024

3. Master Plan

The Airport Improvement Program (AIP) FAA grant for the Master Plan has been received. A contract with Coffman Associates will be presented for Council consideration on October 11.

Estimated Cost \$893,595
Funding: FAA Airport
Improvement Planning
Grant

Staff Contact: Hazel Johns, 692-6003

4. Airline Terminal Public Arts Program

Planned completion date: Winter 2012

All of the initial art work for the new terminal has been installed. The next phase will be the implementation of the third element of the Public Art Program; the rotating exhibit of regional art.

Staff Contact: Karen Ramsdell, 692-6002

C CAPITAL PROJECTS

Airport Terminal Improvement Project
Planned Completion Date: 2012

\$60 Million (14.1M AIP
Grant, 5.8M PFCs, 34.5M
Bond Funds, 1.0M Airport
Funds)

The new airline terminal has been in operation for approximately one month now and we still continue to complete punch list items associated with the construction.

The focus has now changed to phase III of the project which involves the demolition of Airport Building 120 (former rental car building and Security Operations Center) and lead removal and demolition of the additional on the old terminal. Ground improvements for the historical building foundation will

commence the week of September 19th and will be completed in approximately three weeks.

Staff Contact: Leif Reynolds, 692-6020

D COUNCIL / AIRPORT COMMISSION ACTIONS

Council approved the following recommendations in August:

That Council approve airline rates and charges for the new Airline Terminal, including the annual Airline Terminal building space square footage rental rate of \$77, a boarding bridge fee of \$42 per turn, and a landing fee of \$2.50 per thousand pounds of gross landed weight, effective August 17, 2011, through June 30, 2012.